



Planned giving using life insurance

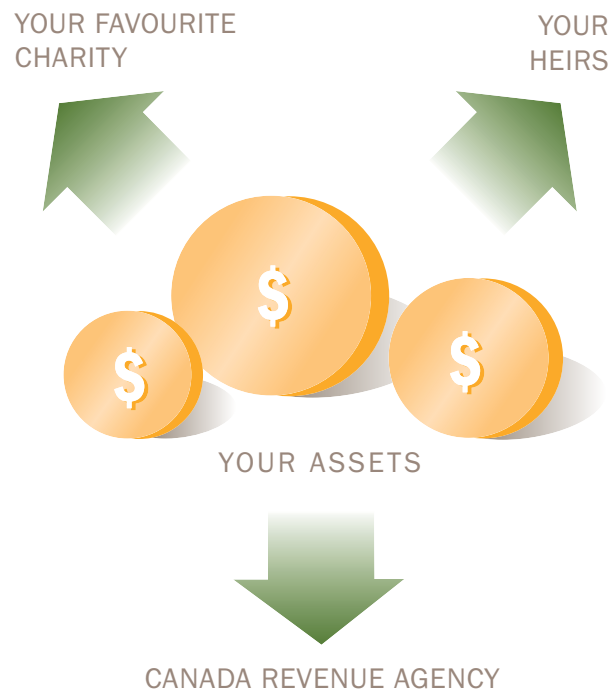
A carefully arranged planned gift can be tax effective, and at the same time balance your needs and your family's.

Planned giving using life insurance is an effective strategy that can work for you if:

- You have a desire to support a charitable organization.
- You're interested in multiplying your current annual bequest.
- You have an interest in managing current or future tax obligations.
- You want to preserve your estate

A carefully arranged planned gift can be tax effective, while simultaneously balancing your needs and your family's. It can allow you to leave a lasting personal legacy or provide your favourite charity with level ongoing contributions over a specific time period without significantly reducing the estate available to your heirs or jeopardizing your future financial independence.

You can distribute your assets to the following three groups:



You can redirect funds from Canada Revenue Agency to either your heirs or a favourite charity.

A permanent life insurance plan can allow you to accumulate cash value growth inside the life insurance policy, within certain legislative limits, without paying income tax on the growth. Cash withdrawals are subject to taxation based on the rates and rules in effect at the time you withdraw the funds. The death benefit is paid to the beneficiary of your choice tax-free upon death.

Is planned giving using life insurance right for you? It depends...

- Do you want to maximize the gift that your charity can receive?
- Do you need the tax credit today?
- Can you use the full deduction if taken at death?
- Do you want flexibility in naming which charity receives the donation?
- Do you want to retain control of your capital in a tax-advantaged insurance program?

For more information on *Planned giving using life insurance*, we can provide a strategy that can work for you.

The Canada Life Assurance Company, a subsidiary of The Great-West Life Assurance Company and a member of the Power Financial Corporation group of companies, provides insurance and wealth management products and services. Founded in 1847, Canada Life is the country's first domestic life insurance company.

Canada Life has received very strong ratings on our claims paying ability and financial strength from the major rating agencies.*

*as rated by A.M. Best Company, Dominion Bond Rating Service, Fitch Ratings, Moody's Investors Service and Standard & Poor's Corporation at time of publication.

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